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A LITTLE BIT OF EVERYTHING

SWORD in The Desert played Loew's Uptown, Toronto. It is a powerful picture released through Universal-International, and deals with the Middle-East. Its story is of such recent history that it dares only to be true in what it relates, and it is well-told, well-acted, and excellently directed. Some may conclude that it has a political bias, but this is impossible since such tampering with history can only happen when centuries have intervened, and historians embellish what they relate to win favour with rulers, or the political machines of their era.

History records are not always favorable to those who have made history, for neither the people nor their Governments were infallible; while for close to 2,000 years we have been preaching peace, we have observed that nations live by The Sword. I will make no further comment concerning this picture since it has already created considerable talk nationally and internationally. It has proved itself big Box-Office in the United States and in Canada, wherever it has been shown.

I must congratulate Universal-International in its newspaper advertising of "Sword In The Desert", which reveals a sense of good judgement. I wish that more of us in our Industry were similarly endowed. I must, also, congratulate our Ontario Censor Board which was in receipt of letters and telephone calls concerning this picture since it was screened privately, prior to its theatre showing.

No Censor Board should be influenced by the opinion of a few people in passing judgement on a picture until the picture has been publicly shown in a theatre. A Censor Board should know its own business, so should bookers of pictures, but the opinion of relatives and friends (in the case of the booker) and what happens in another country concerning a picture (in the case of the censors) although it may make us more conscious of the

merits or demerits of a picture, should not form our judgement for us.

In Canada, we have not the conditions which prevail in many other countries. We have not Dictatorship or Mob Rule. We are slower in reacting to Mob Hysteria, and we have the liberty of criticizing Legislative Measures with which we are not in sympathy. Most of the bellies in Canada have not shrunk through lack of food, a very important factor, for shrunken bellies send most of the blood to the head, and too much blood in the head atrophies clear thinking.

As long as there are humans there will be differences of opinion. We find this among the critics who, also, are supposed to be specialists. I read a movie critic's review recently on an Italian picture, which for its story and action used the libretto of an opera, and introduced many operatic arias and scenes from operas. Some of the critics said the singers had splendid voices, that the musical background was good (since the singers were world-famous operatic stars and the music was supplied by the Royal Opera House Orchestra of Rome, we would take it for granted that both singing and music would be good, if properly recorded, which they were). But evidently the critics were not familiar with the libretto of the opera, and they criticized the story as nonsensical.

Those who are familiar with operas know that most of the librettos are fantastic, but who cares about the story when the music and the singing enchants us? If we ever stopped to think, in listening to an opera, about the story, we would be inclined to laugh when, in La Boheme, Mimi, who is in the last stages of tuberculosis, and is dying, sings an aria which demands such breath-control that only a combination of good lungs, good health, and a fine voice could accomplish such a feat. We, who constitute the audience, become breathless,

and listen attentively to each note. We, who are the audience, respond with breathless applause at the finale, and oftentimes cause a dead Mimi to arise from her couch to take a bow.

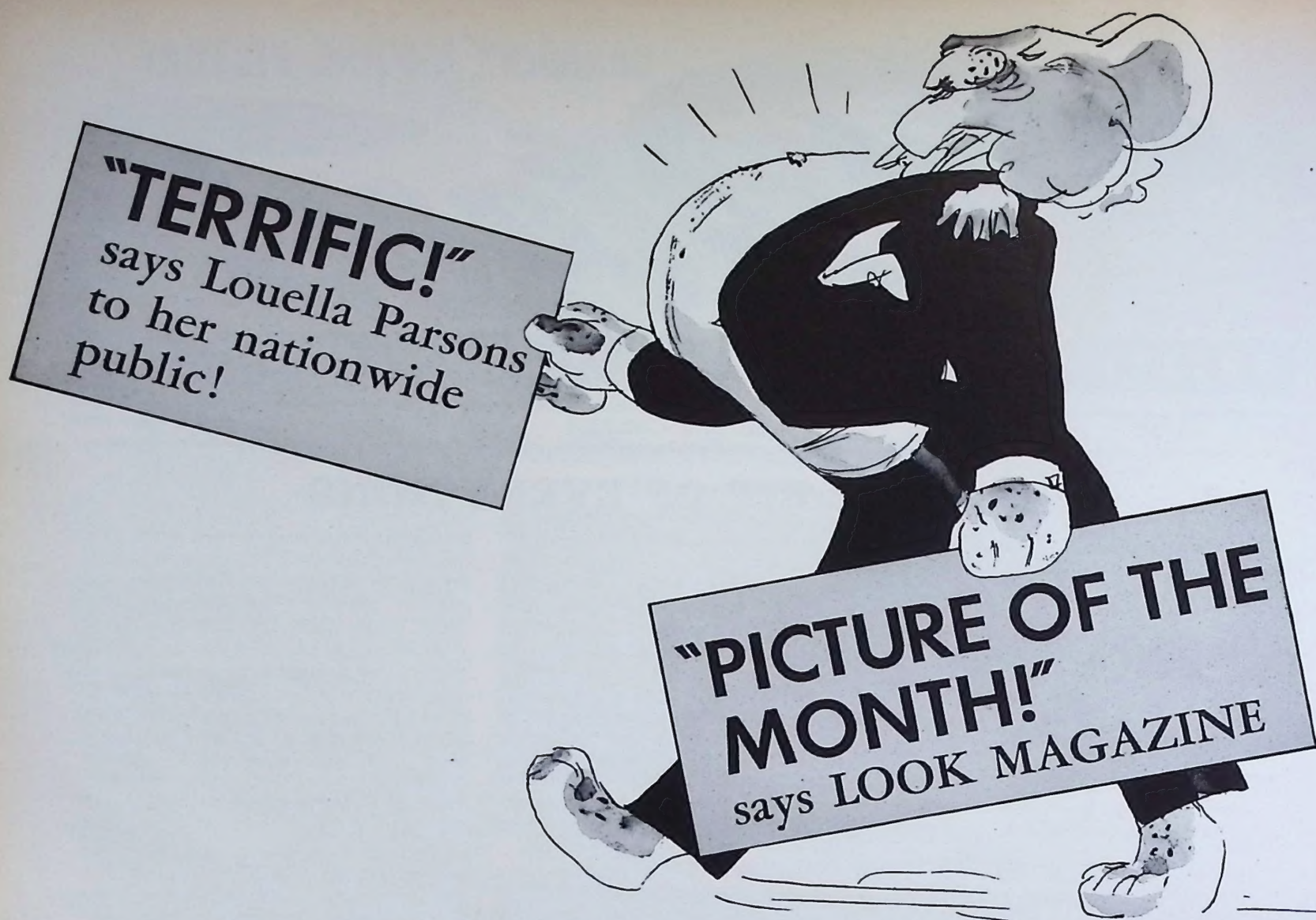
Is this not a comedy instead of a tragedy in respect to story-value, but who cares when the Mimi is a Calve, or a Melba in voice quality? Who cares when the tenor, who joins his voice with Mimi's, has a Caruso or Gigli quality? Who cares whether Gigli or Ezio Pinza can act as long as they can thrill us with their voices?

To hear them sing at the Opera, or in concert, the public pay five, six, ten dollars a seat. And yet, when these world-famous stars appear in motion pictures, and the public can see and hear them at a price which is a dollar per seat or very much less, the critics criticize because the artist cannot act, or the story appears somewhat silly.

Perhaps one should not be too critical of the critics. Some of the younger ones have not had the advantage of a theatre background or an operatic association; and even caviar to an appetite which feasts on large juicy steaks (I hope all critics can afford them) is a much-overrated delicacy. We should have no quarrel with our Movie Critics who make no pretense. But those who class themselves as *The Intelligentsia*, from such as these we expect an acceptance of librettos of operas, providing they have such a knowledge, and, if not, why are they *The Intelligentsia*?

I paid a visit to the Imperial Theatre, Toronto, and, after a chat with my old friend, Tom Daley, who will soon be on his way to the White House, Washington, for the International Big Brotherhood Meet, November 11th, I was prepared to enjoy the current picture, "I Was A Male War Bride" with Cary Grant and Ann Sheridan. The theatre was packed although "I Was A Male War Bride" was in its

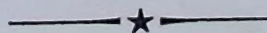
(Continued on Page 8)



PROUD ABOUT M·G·M's "INTRUDER IN THE DUST"!

The honors have just begun for this great picture produced and directed by Clarence Brown who made "The Yearling."

Memphis, Nashville sensational after great Publicity-Premiere in Oxford, Miss., scene of its filming. Showmanship send-off in 55 Southern cities is launching this powerful attraction to the nation's fans!



M-G-M presents "INTRUDER IN THE DUST" • Starring DAVID BRIAN • CLAUDE JARMAN, Jr. JUANO HERNANDEZ • Porter Hall • Elizabeth Patterson • Charles Kemper • Will Geer • A CLARENCE BROWN Production • Screen Play by Ben Maddow • Based on the Novel by William Faulkner • Produced and Directed by CLARENCE BROWN • A Metro-Goldwyn-Mayer Picture

RAY PRESENTS

*Shell-out, shell-out,
The kiddies cry,
Witches on broomsticks
Ride the sky;
It's Hallowe'en,
You plainly see
In the pumpkin's grin,
From our garden-tree.*

*Shell-out, shell-out,
The kiddies cry,
O watch the signs
As the world rolls by,
They're Red, Hot and Blue,
With a rhythmic swing,
It's Hallowe'en,
And they'll have their fling.*

*Once Upon A Dream
You were in The Big Steal,
To garner loot on Hallowe'en;
If Africa Screams,
Lend a helping hand,
An Apartment For Peggy,
Try to understand.*

*If Julia Misbehaves,
There's Blood On The Moon,
Blame it on The Cat,
The Necklace On The Loon;
Christopher Columbus,
Did you sail o'er many seas
To find Connecticut Yankee,
Blue Lagoon, Lost Boundaries?*

*Did your Queen collect her jewels,
And these jewels all pawn
To give you gold for sailing?
Did you sail at Eve or Dawn?
Did you say the earth was round?
Did they argue it was flat?
Did you stand an egg upon its end
And let it go at that?*

*Austerity, Restrictions,
All plainly show,
The way, to smart Showmen,
They should go;
Springtime In Park Lane,
Exports on parade,
Dancing, prancing Broomsticks,
Clearly a charade.*

*You can all guess the answer,
For the cue is there,
Shell-out all good Showmen,
It is only fair;
Genghis Kha Khan
A nomad from his birth,
Organized his desert horde,
Nearly ruled the earth.*

*Christopher Columbus,
If we learn to organize,
No Cathay Wall can bar us
From the boundaries we prize;
Sing out, Welcome Stranger,
For The Best Man Wins,
You're a Tarzan's Magic Fountain,
Shell-out plenty and with grins.*

*Shell-out, shell-out for victory,
For strength within our fold,
Never let our vision dim
For lack of strength or gold;
Atom Bombs and Hangings,
Every day we face,
Nations for Armaments
Speeding up their race.
Economists all telling us
What is right, what wrong,
Christopher Columbus,
But their tale is long!*

*Shell-out, shell-out, O Industry,
Producers hear my voice,
And you too Exhibitors
Shell-out and rejoice;
Imports, Exports, Dollars,
John Bull is but a man,
Let him keep his pants on,
We need him for Our Plan.*

*Imports, Exports, Currencies,
Uncle Sam is not a Mint,
A Male War Bride to all of us —
Hope we take the hint;
Witches, Black Cats, Pumpkins ride,
Shell-out, shell-out my friend,
Shell-out now and generously,
So that this tale may end.*

*Engines roaring through the skies,
Hammer, Scythe and Tong,
Wise men argue endlessly —
How long, Good Lord, how long?
Christopher Columbus,
What you have done to me,
With your Technicolour big splash,
And your March of History.*



Toronto and District

By BILL PRESS

THE annual meeting of the Motion Picture Branch, Toronto Board of Trade, is scheduled for Tuesday, Nov. 8, in the King Edward Hotel. George H. Peters is the chairman of the nominating committee for the elections.

* * *

A notice over the signature of N. G. Barrow, secretary, announces the forthcoming surrender of the Ontario company charter of Allen's London Theatre Limited which has been inoperative for years.

* * *

The Odeon at Brantford published a numbered membership card in the Expositor daily newspaper to be clipped out by juveniles of the Movie Club for the "Superman" serial. The "ad" has 15 numbered spaces which are to be punched on successive Saturdays by the doorman. When completed the ticket holder, is entitled to see the last chapter free.

Morris Stein, first assistant chief barker of Toronto, attended the semi-annual meeting in New York of Variety International Oct. 25-27, during which the formal opening of the New York City Tent took place.

* * *

The 20th Century Vanity Theatre at Windsor had the Canadian premiere of "Jolson Sings Again", commencing with the week of Oct. 24 which included a Sunday midnight show. Prices scaled up to 75c for the run.

FPCC VIDEO UNIT DEMONSTRATED

The mobile television unit of Famous Players Canadian was used for its first practical demonstration under the direction of George Cuthbert when an operation was televised for an audience of 400 doctors at the Sunnybrook Hospital, Toronto. The test, which proved to be an unqualified success, was carried out with six television screens. Two cameras were set up at the operating table and the pictures were transmitted to the assembly hall.

The Canadian Moving Picture Digest

Entered as Second Class Matter

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WILL McLAUGHLIN.....Ottawa, Ont.

BILL PRESS.....Toronto, Ont.

The Famous Players' Capitol Theatre, St. Catharines, had a fire incident during a performance on Oct. 25, the blaze being discovered by two boys who disappeared before their names could be secured. Manager Vern Hudson reported that the theatre was quickly emptied of patrons while the picture continued on the screen.



Bob Hope takes over with the serving, chef's hat and all, at the Town and Country Club in Toronto at a get-together after a great show Hope put on at the Maple Leaf Gardens. Bob (GREAT LOVER) Hope is dishing it up to Paramount's Home Office and Toronto branch folks, and in the usual order they are: Win Barron, Director of Publicity for Canada; Russ Simpson, Toronto Branch Manager; Bill O'Neill, Secretary-Treasurer for Canada; the great Hope himself; Marian Colby, lovely television actress, part of Bob's troupe; Ambrose Theurer, Toronto Booking Manager; Charlie Murphy, Toronto Feature Booker; Charlie Doerr, Chief Projectionist; and Leo Haag, Toronto Branch Office Manager.

IT'S NEW!

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Maritime Allied Ratifies CMPIC Resolutions At Annual Meeting

(Special from Alice Fairweather)

Upwards of seventy people connected with the Motion Picture Industry gathered at the Fort Cumberland Hotel, Amherst, N.S., for the meetings of the Maritime Allied Exhibitors Association and the Maritime Branch of the Pioneers. The Pioneers' meeting was held Wednesday evening, the Exhibitors' the following day with a luncheon at the hotel.

Officers elected at the Pioneers' were P. J. Hogan, Saint John, President; Bruce C. Yeo, Montague, P.E.I., Vice President; Leslie A. Sprague, Fairville, N.B., Secretary; Trustees: J. M. Franklin, Saint John, John Farr, North Sydney; Membership Committee: A. E. Smith, R. G. March, Saint John and Fred Gregor, New Waterford, N.S.

R. S. Roddick, Halifax, N.S., presided and welcomed members. The matters of midnight shows for benevolent purposes and itinerant shows were fully discussed. Following the meeting a very pleasant party was given by Dominion Sound Ltd., with Lloyd C. Pearson, Montreal, General Sales Manager, and James McEvan, Maritime Supervisor, as hosts.

The morning session of the Exhibitors' Association was presided over by A. J. Mason who gave a report of the activities of the year. Secretary-treasurer P. J. Dwyer, Halifax, told of information being sent to all members regarding the proposed N.B. admission tax and other important news and, as treasurer, that revenue had been more than last year but that legal fees had amounted to \$246.76. He felt that more working capital is necessary.

At both meetings resolutions of deep regret at their deaths were passed in memory of William H. Cuzner, Sydney Mines, a Charter member and R. R. Kertson of Grand Falls, N.B., and Arthur Cooper of Saint John.

Luncheon at the Hotel was a most delightful affair. Presided over by R. S. Roddick, a most excellent chairman, addresses were brief and varied. Those seated at the head table were R. S. Roddick, past president of the Pioneers, A. J. Mason, Springhill, President of the Exhibitors Association, Colonel S. S. Wright, Head of the N.S. Fire Department, S. A. Doane, Chairman of N.S. Board of Censors Saint John, Frank Fisher, Toronto, General Sales Manager for Eagle-Lion and Alice L. Fairweather, Digest representative. Others were Gordon Spencer, Fred Gregor, New Waterford, Mrs. Doane, who was especially welcomed, and Harry Cohen, President of the Maritime Film Board. All the officials spoke of the splendid co-operation with which the Industry and Government departments worked and your representative paid tribute to the support and friendship shown her in her 27 years association with Exhibitors and Exchange men.

Election of officers at the afternoon session resulted in A. J. Mason, President, Capitol Theatre, Springhill,

N.S.; Fred Gregor, V-P. for N.S.; Gordon Spencer, V-P. for N.B.; Harold Gaudet, Summerside, V-P. for P.E.I. Directors: R. S. Roddick, F. G. Spencer, A. A. Fielding, W. W. O. Fenety, B. Holmes, G. A. Walters. Executive: Gordon Spencer, Chairman; R. S. Roddick, Secretary; Harold Gaudet, W. W. O. Fenety, G. A. Walters and N. J. April, Odeon Theatres, Saint John. P. J. Dwyer accepted the office of Treasurer and G. A. Walters, Charlottetown, (F. G. Spencer Co. Ltd.) was elected Secretary in Mr. Dwyer's stead.

High light of the meeting was a most comprehensive and interesting report of the recent All Industry Conference at Ottawa attended by A. J. Mason, who was elected Secretary there, and reading of the resolutions adopted at that Conference read by Gordon Spencer, who also attended. Mr. Mason's report should be read by all members of the Industry in the Maritimes and if the resolutions, which were adopted by the Maritime members, with one slight amendment to be discussed and brought back to a subsequent meeting, are carried out it will mean great advances both in Public Relations and Profit.

The meetings were most fortunate in having the officials who were present and who stressed the very friendly relations which exist between their Departments and both exhibitors and exchange men and Mr. Roddick paid tribute to the fairness and real kindness of both Mr. Owens and Mr. Doane and thanked Col Wright.

At the afternoon session, Mr. Mason spoke of the great value of the Digest and urged members to take advantage of this means of good publicity and helpfulness. Several members spoke in support of this matter and a unanimous resolution was passed advising support.

Pioneers present were R. S. Roddick, A. J. Mason, Jack Butler of Moncton, T. J. O'Rourke, Minto, N.S., John Farr, North Sydney, N.S., Eldridge Gouthro, New Waterford, N.S., Fred Gregor, New Waterford, L. A. Sprague, Fairville, N.B., P. Legere, Bathurst, N.B., P. J. Hogan, Saint John, W. B. Gazeley, Campbellton, N.B., S. D. Herman, Lunenburg, N.S., Bruce C. Yeo, Montague, P.E.I.

Several of the wives of members of the Association were present including one woman theatre manager and were welcomed to the lunch and to the open afternoon meeting.



Curley Posen announces the purchase of a drive-in at ELMVILLE, ONT. The levellers are at work on the ground now and Curley expects the new outdoor theatre to be ready this coming spring. At the outset, it will accommodate 500 cars but will have potential capacity of 1250.

Closed for extensive interior renovations July 2, the GRAND, REGINA, reopened Oct. 4. House operates in conjunction with the Rex, Regina, and Famous Players Canadian Corp., under the management of J. D. "Jack" Watson. Miss Rubie Westvelt is assistant manager and treasurer of the Grand and Rex. Seating capacity is 864, compared with 967 when shuttered in July. House has one of the biggest stages in western Canada and will be able to accommodate touring shows. New seats were installed on a concrete, parabolic floor and Simplex projection equipment was put into the theatre by General Theatre Supply Co., Winnipeg... A feature of the Grand is its new milk bar with 11 stools. The bar can be entered from the lobby or street. It specializes in ice cream and ice cream concoctions. Equipment for the soda fountain alone cost \$4,000... The Grand was sold to Famous Players for \$90,000 in 1948 by the Graham estate.

The new MAIN THEATRE, VANCOUVER, a 355-seat suburban being built by George Miller, opened on Thanksgiving Day. The house will be in competition to the recently constructed Odeon Fraser.

Built at a cost of approximately \$125,000 by A. B. "Ab" Staniland, the TIVOLI THEATRE opened recently in JASPER PLACE, EDMONTON. Mr. Staniland has operated theatres at Barrhead, Athabasca and Westlock, Alta., and in addition to the Tivoli, has the Audien Theatre at Wetaskiwin. The house, 40 feet by 140 feet, seats 450. It is of cement, steel and frame construction with white stucco finishing.

The work of driving the piles for Joseph Derry's modern new theatre, to be built on the lot just east of the present Palace Theatre, KENORA, ONT., was started on Sept. 15, and the general contractors, Lindstrom and Nilson Limited of Kenora, reported that the new theatre would be completed in the late spring or summer of 1950... Seating capacity is 362.

Winnipeg News

By J. J. CONKLIN

THE autumn business at the theatres still continues large. At the Odeon "Christopher Columbus" had a two-weeks run, as also had "The Barkleys of Broadway" at the Capitol; "The Great Sinner" had a two weeks run at the Gaiety; "The Red Shoes", winner of three Academy awards, ran for two weeks at the Valour, where it was succeeded by "Monsieur Vincent", one of the best pictures to be shown in Winnipeg this fall. "The Stratton Story" ran for two weeks at the Metropolitan, while "The Girl From Jones Beach" ran for two weeks at the Lycium. "Concert Magic" was good for two weeks at the Valour; "Illegal Entry" ran for two weeks at the Odeon; "Come To The Stable" ran for two weeks at the Uptown; "City Across The River" ran for three weeks at the Garrick following its re-opening after a slight accident in the fall of a part of the ceiling.

* * *

A film urging voters to turn down daylight saving time at the civic elections was received with boos and hisses by a large section of the audience at its first showing Friday at the Capitol Theatre. The film, sponsored by the Standard Time League, an organization set up recently to oppose daylight saving time, maintained that 400,000 persons in Greater Winnipeg were inconvenienced by D.S.T. to satisfy 10,000.

* * *

Attended by formally-dressed dignitaries and heralded outside by searchlight, the North American premiere of "Adam and Evelyne" took place at the Odeon Theatre, Sept. 30, marking the opening ceremonies of British Trade Week.

A packed house greeted the official grand ceremonies of the week boosting trade with Britain. Patrons heard a message from England, talks by heads of the province and then enjoyed an all-British film program.

W. G. Voventry, United Kingdom Trade commissioner at Winnipeg, read a message received from Rt. Hon. Harold Wilson, president of British Board of Trade on the occasion of the premiere.

"It gives me great pleasure to introduce to you the first performance on North-American continent of this new British film," the message said.

"I am convinced that British films have a bright future in Canada and will prove a valuable means of earning us dollars with which to buy more of your produce."

Mr. Conventry thanked Thomas Pacey, manager of Odeon Theatre, for assistance in ushering British Trade Week which runs from Sept. 26 to Oct. 1.

DRIVE-IN ORDERLY — WPG. POLICE CHIEF

Demands that action be taken to prevent patrons of a drive-in theatre from making "Nuisances" of themselves on nearby residents property were made at Fort Garry council.

J. E. Krier, of 20 University crescent, who spoke on behalf of residents, complained about trespassers from the theatre and suggested a suitable fence be erected to eliminate any further "goings on."

"They come from cars and walk all over my property. I almost have to fight to keep them off my grounds. They are also using my garden as a toilet," he declared.

The present fence extends to a point half-way to the eastern end of theatre lot council was informed, but it does not protect Mr. Krier's property.

Jack Taylor, manager of the drive-in, denied the charges but said that the fence will be completed as soon as possible. Lack of sufficient fence posts, he added, may delay the project until spring.

Chief Arthur Bridgewater, of Fort Garry police, made a statement in Winnipeg last week concerning the report in The Tribune of a Fort Garry council meeting at which residents made complaints of trespassing on their property near the Drive-In Theatre.

Chief Bridgewater asserted that he had been told there was no specific mention of bootlegging at the council meeting.

He further stated: "The show is policed every night by a member of the Fort Garry police department and is conducted in a quiet and orderly manner."

"No complaint has been received by police of disorderly conduct by any patrons in the theatre. One complaint was received when the theatre opened of people standing in a garden to see the show from the outside, while the drive-in was still a novelty. This was immediately investigated and a careful check has been kept on this ever since."

FPCC OFFERS SCHOLARSHIPS

A scholarship to the University of Manitoba is being offered by J. J. Fitzgibbons, C.B.E., president of Famous Players Canadian Corporation Ltd. The award, amounting to \$75, will be based on results of an essay contest open to all high school students in Grades 9 to 12 in Greater Winnipeg.

Mr. Fitzgibbons has announced from Toronto that similar scholarships will be offered in cities across Canada.

The essay is to be five hundred to one thousand words in length on the topic, "My Impressions of England After Seeing the Winslow Boy."

DANNY KAYE LOOKS LIKE SELL-OUT

When the Toronto Variety Tent held its meeting on Oct. 25 with Chief Barker J. J. Fitzgibbons presiding, William Summerville, Jr., chairman of the ticket committee, reported that tickets worth \$22,240 had already been sold for the Variety benefit show on Nov. 17 at the Imperial Theatre. There was some doubt that the theatre boxoffice would be opened to the public at all because of the immediate prospect of a sell-out.

The possibility loomed that the gross receipts for the performance would reach \$32,000 which would be turned over to the Heart Fund. The official opening of the Variety Village for crippled Children is scheduled for Friday, Nov. 11.

The club meeting, which was attended by 85 officers and members, saw the induction of three new Variety men, these being Pete Brown, Len Bishop, manager of the Tivoli, and Gurston Rosenfeld.

Committees for the show, which will feature Danny Kaye on the stage and "The Inspector General" on the screen, are as follows: Tickets — Bill Summerville, Jr., and Sam Wacker; Special Names — Jack Fitzgibbons, chairman; Extra Revenue — Jim Cameron, chairman; Entertainment — Jack Arthur, chairman, Murray Little and Haskell Masters; Publicity — Hye Bossin, chairman.

The price scale for the big night ranges from 5 for the rear balcony to \$10 for a seat on the main floor. The box and loge seats are \$50 per pair with a minimum of two to each purchaser. The chairman of the fund-raising committee is Herb Allen and the secretary of this committee is Arch H. Jolley.

INDUSTRY ATTACKED IN WINNIPEG

There seems to be a concentrated attack on moving pictures in Winnipeg by a number of public bodies, in recent days. It started with the appearance in Winnipeg of the Massey Commission promoting cultural arts.

The Manitoba School Teachers Association, the school Principals' Society, The Ministerial Association, and the Home and School organizations have all gone out of their way to link the films with comic crime books and juvenile delinquency. The portrayal of six shooter episodes and how the police detect and handle safe-breakers were all emphasized in the briefs presented to the Commission, and the newspapers headed up the chief incidents reflecting on the Moving Pictures. The Film Board of Trade and the Manitoba Motion Picture Association are taking steps to counteract the bad impression created, which has not as yet affected the attendance at the Motion Picture theatres.

TRADE HEADLINES

2 Anti-Trust Suits Totalling \$694,800 Filed by California Independents vs. Majors — Charge Conspiracy to Deprive the Plaintiffs of Product.

Italian Fan Magazine Awards Jennifer Jones, Best Foreign Actress; Olivier, Best Foreign Actor; Best Italian Film "Bicycle Thieves" — Best Actress and Actor, Magnani and Girotti.

WB Offer Divestiture Plan.

Sid Grauman Gets Testimonial Banquet at Hollywood-Roosevelt Sponsored by Hollywood Chamber of Commerce — Industry's Leaders Present.

Eric Johnson in London Asks Reduction of Br. Film Quota — Offers Increased American Investment in English Pix as Trade.

Jack Warner Decries Outside Interests by Film Producers — Advocates a "One-Track" Mind for Good Pictures.

Rita Hayworth Reported 'Not Interested' in Harry Cohn-Beckworth Productions Agreement with Columbia — Hayworth Continues Suspended from Studio Payroll.

"Jolson" and "Pinky" Top U.S. Grossers for the Week.

Dell Publications Screen Hits Annual Select MGM and 20th-Fox for Top Hits of the Year.

George P. Skouras, President, Skouras Theatres, N.Y., Believes No Exhib. Will Hesitate to Raise Prices for "Samson and Delilah" for which Public Will Gladly Pay.

"The Heiress" Gets \$425,000 in 1st 3 Weeks Radio City Music Hall, N.Y. — Picture Entering 4th Week.

TOA and Allied Oppose Advance Prices on "Jolson Sings Again".

DeMille and Selznick May Both Have Circus Films.

Arthur Hornblow, Jr., Leaves for Rome in January to Complete Launching of MGM's "Quo Vadis".

20th-Fox Asks Statutory Court for Extra Time re Theatre Partnerships Under Consent Decree.

HIGHLIGHTS AT THE ONTARIO MPTA MEETING:

3 Directors of Many Years Service — N. A. Taylor, Wm. Summerville, Jr., and Herbert Allen — Decline to Run for Another Year.

New Board to Consist of: C. D. H. Main, Morris Stein, George Peters, Roy Miller, Harry Mandel, Raymond Allen, Stan Gosnell, Lou Rosefield, Sam Fine, Morris Berlin, Ben Ulster, Floyd Rumford.

Decision — Taxes to be Fought from the Grass-roots.

Resolutions of the CMPIC Passed Unanimously by Ontario Exhibitors.

Committee Set Up to Investigate Bingo Situation in Ontario Based on Reports Local Radio Stations Running Bingos in Cooperation with Service Clubs.

Screen Reviews

By STEPHEN VISE

"THE WINSLOW BOY" (J. A. Rank; Eagle-Lion). A superbly acted English picture with Robert Donat, Sir Cedric Hardwicke, Margaret Leighton, Marie Lohr, Kathleen Harrison, Basil Radford, and many others.

The interest in this picture is mainly sustained by subtleties in acting rather than by any violent physical action. Yet a great many people will appreciate this characteristic and accept it in place of the faster pace of most American movies.

The story is about the celebrated Archer-Shee case which made history in the British courts around 1908. A boy named Archer-Shee was expelled from a Royal Naval College for stealing. The boy's father believed him innocent and fought to secure him a fair trial from the admiralty. As a result of this refusal the issue became not merely that of a boy's innocence or guilt, but whether a British subject would be refused a fair trial because the King (in the name of the admiralty) could do no wrong. A famous English lawyer finally won the case for the father.

Terence Rattigan wrote a play called "The Winslow Boy" based in the case, and the movie in turn is based on this play with some liberties taken to introduce a romance between the lawyer and the Winslow boy's sister. But the basic facts are sound and the spirit of the times and the hardship incurred by the boy's family are skillfully brought out.

Robert Donat gives a positively flawless portrayal of the brilliant, but repressed, lawyer who defends the Winslow case with a passion. Sir Cadwic Hardwicke is masterful as the father; intelligent enough to recognize the real issue of his son's case, and alternately courageous and hesitant about pursuing it to the very end. Much more could be said in praise of the acting, but Margaret Leighton (the suffragette sister of the boy who tumbles for the lawyer) gives the most striking female performance.

"MADAME BOVARY" (MGM). An exciting re-telling of a notorious French novel by Gustave Flaubert.

This picture should satisfy almost every type of audience with its striking portrait of a sinful woman. To avoid censorship, Director Vincente Minnelli and Producer S. Berman have inserted an apologia at its beginning and end in which James Mason, as the author Flaubert, defends his 'immoral novel' in court. Besides this factual digression, they have given us a decidedly honest version of the novel and a very excellent movie production as well.

The camera focuses almost entirely on Emma Bovary (Jennifer Jones), who was to Flaubert, every woman and her desires. If Emma came to ruin, it was only because she translated her desires into fact, instead of allowing them to remain secret and repressed. She was a peasant girl who learned about men from romantic novels, and was thus doomed to be disappointed by living men. Her marriage to a simple-minded country doctor and her child could help her ward off boredom. So she turned to eroticism, to a handsome aristocrat and a petty clerk. She deceived her husband and her lovers deceived her. And finally, bringing financial ruin to her husband, she took her life with arsenic.

Jennifer Jones gives a faithful and visually thrilling portrayal of a 'Bovary' woman, and it is one of her best performances to date. Van Heflin underplays his part of the cuckold husband a little too much, but he nevertheless gets it across. Louis Jordan and Christopher Kent make interesting contrasts to him, and the rest of the cast do well with their smaller yet important parts.

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A LITTLE BIT OF EVERYTHING

(Continued from Page 1)

third week. I am not going to attempt to tell you the story, the picture is such fun, who cares about who is who? I had so many good laughs that, come what may, the exhilaration should carry me through all week.

I saw "The Winslow Boy", which played Shea's, Nortown and Capital. This is such an excellent picture that I hope it will be exhibited extensively in Canada. As an all-round good production it certainly moves up to what we call, "Tops".

I passed by the King Theatre on College St., Toronto, one evening last week and I saw a mighty line-up of patrons waiting to get in the theatre, which would indicate a full house for Gigli in an English language picture, "The Magic Voice". One cannot help but admire the showmanship ability and the efforts of Curly Posen, who has taken a dead house and given it such life with his foreign language picture policy, and his ability to sell what he has to offer.

In The Digest mail was a letter from Steve McManus, Odeon, Fort William, Ont. McManus sent a copy of the Fort William Daily Time-Journal, Wednesday, October 26th. For his theatre display advertisement, he had used The Digest editorial on, "Home Of The Brave", with a heading as follows, "The Following, An Editorial, Is Reprinted From The Canadian Moving Picture Digest, Dated At Toronto, August 27th, 1949". The editorial had a heading in bold black type, "So Brave It Made Me Cry".

The entire editorial was reprinted, covering about one-quarter of the news page, and at the bottom of the editorial was the Odeon Theatre cut with announcements of "now playing" and the time of feature.

Steve writes: "Dear Ray: Thought you might like to take a look at our ad that we used today; and might I say that biz was excellent." Irrespective of the fact that it was a Digest editorial, I must admit that Steve McManus exercised good showmanship when he utilized the editorial to sell his public "Home Of The Brave". But this is not the only example of McManus showmanship. I have been watching this go-getter showman for some time and thinking how lucky for Odeon that he is there in their new theatre. Thanks Steve, for taking our word for "Home Of The Brave", which you will admit with me is an excellent and unusual picture.

This brings to mind a letter which I received from George Margolin of Continental Pictures. George writes: "I hate all Movie Critics but you." Which reminds me to remind George that I am not a Movie Critic—I am a Movie Fan.

Alice Fairweather, the name suits her perfectly, for she is always such a "good fellow", was a head table guest at the Maritimes Allied big meeting, at the Ft. Cumberland Hotel, Amherst, N.S. There is a report from her on the meeting on another page of The Digest. Alice has been writing reports for The Digest for so many years from her home territory that I have stopped marking the years off on the Calendar. Alice, too, is a Movie Fan, and this Industry has not had a better friend through the years than our Alice, who has never owned any theatres, never distributed any pictures, but given us a loyalty of service throughout the years which merits recognition and distinction.

Raoul Auerbach of 20th Century Theatres is literally walking upon air. No, it is not a newly acquired theatre, nor is it a box-office record for a picture. It is his little daughter Nancy's achievement. She won the Child Beauty Contest Prize last week at the Hadasseh Annual Fair, for which Fair there was an attendance of approximately 20,000 admissions.

Not only is Nancy a prize-winning beauty, but already little Nancy shows signs which mark her as an artistic and unusual child. Congratulations, Raoul. I have known you since you were no older than your little daughter. Most people can produce children, under sympathetic conditions, but prize-winning beauties, this is another story. Incidentally, congratulations to Mrs. Auerbach, she is a partner in the production of Nancy and entitled to half of the credits and honour.

I had a call from Dan Krendel, Famous Players, who greeted me with a cheery, "Hello Ray, where would you have found your First Prize Digest Showmanship Winner if it had not been for my division?". Dan was referring to Jim McDonough of the Tivoli, Hamilton, who captured the First Prize with his campaign on "Mr. Blandings Builds His Dream House". Dan had reason to crow because the judging is keen. He also brought to my mind the idea of presenting The Digest Showmanship Winners with a Cup or Plaque. We had intended to make such presentations annually, but, during the War Years, it was impossible to secure either Cups or Plaques. However, now we are seriously giving consideration to the reminder. Call us again Dan, we love ideas, which contain *A Little Bit of Everything*.

THE EDITOR

Vancouver News

By JACK DROY

SHOW business is on the down beat here at present with cold weather and dense fogs keeping folks home. The only picture showing any life is "I Was A Male War Bride" on its fourth week at the Strand. "Father Was A Fullback" opened big but could not hold the pace at the Orpheum after a top-grade publicity campaign by Ivan Ackery.

* * *

Projectionists local 348 IATSE and Famous Players have failed to reach a settlement on a new agreement and the parties will go before an conciliation Board. The Famous Players representative will be former premier of B.C., John Hart, and projectionists will have R. K. Gervin, well known labor man, to fight their case. A chairman will be appointed by the government. Operators are asking for a hike in wages and circuit have asked for a 10% reduction in hourly rate of pay which now averages \$1.90 an hour.

* * *

Orville Soole, former owner of the Music Box Theatre and a Candian Picture Pioneer, is now on the staff of the Capitol Theatre . . . Ted Ross resigned as contract clerk at 20th-Fox to join Eagle-Lion as cashier, succeeds Mabel Grant who moves to SARO here . . . Marion Homechuk resigned from Warner Bros. to become a housewife.

* * *

Odeon Theatre local managers held a stag party at Odeon-Hastings for Lisle Kinnee, manager of the Oak Theatre, Burnay, who will marry Dillis Jones of Victoria this week . . . Vernon Dizon former film exchange manager at Calgary for Cardinal Pictures is now making his home at Haney, B.C., in the Fraser Valley.

* * *

Elsie Krakonchuk, head usherette at the F. P. Strand, resigned for health reasons, succeeded by Joan Smith . . . Viki Paton, secretary to Roy McLeod at the Vogue, married William Lobb . . . Leigh DuMerton, usherette at the Vogue, was married to Raymond Baribeau. Both girls will stay in show business.

NANCY AUERBACH WINS CONTEST

The proudest father in Toronto last week was Roaul Auerbach of 20th Century Theatres whose 10-yr. old daughter, Nancy, won the 6 to 12 yr. prize in the beautiful child contest at the annual Hadassah Bazaar. Nancy is to have her portrait painted by Toronto artist Hershel Kaston as her reward. Meanwhile, when she saw her picture in the Toronto Telegram after winning the prize, Miss Nancy asked her father: "Am I a celebrity now? Will people come to call on me?"

THE GAY LADY HAS A HEART OF GOLD



Hot on the success of George Formby's Music Hall Varieties comes the best film with a music hall background ever made, **THE GAY LADY**. It has Color by Technicolor; stars Jean Kent who has been good box-office ever since **MADONNA OF THE SEVEN MOONS**; introduces London's new romantic sensation, James Donald of Montreal.

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« Capital Story »

By WILL McLAUGHLIN

GIVE-AWAYS still attract 'em into the neighborhood houses, regardless of the weather or the drawing power of the show. On the way home from the office a few evenings ago (and the rains came down) we passed a line of several hundred people, mostly young girls, waiting for the Mayfair to open its doors. It was the night manager Fred Robertson introduced his "costly Aristocrat 22K gold-decorated dinnerware".

* * *
First of the Tremblay subscription concerts — the DePaur Chorus — was presented at the Capitol Theatre on Wednesday, November 2, thus cutting in on the current feature, "It's a Great Feeling". The Warner Bros. Technicolor musical continued in its run the following day.

* * *
Biggest opposition to movie theatres at the moment is the Ottawa Winter Fair and Horse Show. The famous musical ride of the "Mounties" is a highlight of this year's show, which is attracting large audiences to the Coliseum afternoon and evening.

OTTAWA BRANCH MPTAO INSTALLS OFFICERS

Casey Swedlove, owner and operator of the Linden Theatre, was installed as president of the Ontario Motion Picture Theatre Association (Ottawa and district branch) at the October meeting held in the Belle Claire Hotel. Assisting in the introduction ceremonies were Henry Marshall, vice-president and manager of the Regent, and Jack Gibson, secretary-treasurer and manager of the Glebe. Plans were made and committees were named to handle the coming season's business and social activities.

CO-OP PROJECT UPHELD IN COMMONS

United States theatre audiences totalling more than 1,000,000,000 have seen or heard references to Canada since filmdom's Canadian Co-operation Project was started in 1948, the House of Commons was informed the other day. A return tabled by Trade Minister Howe gave this information when asked by a CCF member what service the United States film industry was doing in return for "unrestricted" import of films into Canada. The reply declared the Motion Picture Association of America had offered to publicize Canada so that U.S. theatre-goers might understand the Dominion better. Main purpose of the co-operation project was to encourage tourist travel to Canada by doubling the Canadian content of U.S. newsreels, in the use of Canadian locale on subject matter in full-length motion pictures, and in the production of shorts, mostly travelogues.

Edward (Will) Houghton, retired theatre owner and now a resident of Niagara Falls, N.Y., was a recent visitor in Ottawa from his Summer home at Aylen's Lake, near Barry's Bay. Mr. Houghton, alert and well-groomed at 83, opened his first picture theatre on Yonge Street, Toronto, in 1896. Later, he opened theatres in Buffalo, one of which is still operating as the Little Hippodrome. During his trip to the capital, he visited the larger theatres and had long chats about the "good old days" with the managers.

* * *
Manager Gord. Beavis of the Odeon Theatre, is presenting "Gone With the Wind" at a slight increase over the regular admission scale. An innovation for Ottawa was his Saturday morning show starting at the unholy hour of 8:30.

Manager Ernie Warren has also upped his prices for the current showing of "Jolson Sings Again". But even at that, Ernie expects to break the eight-week record chalked up by "The Jolson Story" at the Elgin Theatre two years ago.

* * *

Another change of opening days for first-run showings has been made by manager Henry Marshall of the Regent Theatre. Starting with the current attraction, "Red, Hot and Blue", the Regent opening day will be Thursday instead of Wednesday. The Capitol opens its new shows on Mondays, as does the Elgin and Centre Theatres. The Odeon changes its bills on Fridays, with the uniform days of Monday and Wednesday for subsequent-run theatres.

Trans-Canada Showings

Use This Information As Your Guide On Release Dates

TORONTO

DOWNTOWN

"The Kid from Cleveland" (REP.), and "Massacre River".

EGLINTON-UNIVERSITY

"Task Force" (WB), Technicolor, with Gary Cooper and Jane Wyatt.

IMPERIAL

Third week. "I Was A Male War Bride" (20th-Fox), with Cary Grant and Ann Sheridan.

LOEW'S

"That Midnight Kiss" (MGM), with Kathryn Grayson and Jose Iturbi, Technicolor.

ODEON CARLTON

"Christopher Columbus" (EL), Technicolor, with Fredric March and Florence Eldridge. Second week.

INTERNATIONAL CINEMA

Fourth week. "The Queen of Spades" (BP), with Edith Evans and Anton Walbrook.

SHEAS'S-NORTOWN-CAPITAL

"Red, Hot and Blue" (Paramount), with Betty Hutton and Victor Mature.

TOWNE CINEMA

Seventh week. "Lost Boundaries" (Astral), with Beatrice Pearson and Mel Ferrer.

UPTOWN

"The Great Sinner" (MGM), with Gregory Peck and Ava Gardner.

MONTREAL

CAPITAL

Second week. "My Friend Irma" (Para.), with Diana Lynn and John Lund.

IMPERIAL

Second week. "Jungle Jim" (COL), with Johnny Weissmuller and Virginia Grey.

LOEW'S

"In The Good Old Summertime" (MGM), Technicolor, with Judy Garland and Van Johnson.

ORPHEUM

Third week. "Home of the Brave" (UA).

PALACE

"Everybody Does It" (20th-Fox), with Paul Douglas and Linda Darnell.

PRINCESS

"The Big Steal" (RKO), with Robert Mitchum and Jane Greer.

SAINT JOHN

CAPITAL

"Song of Surrender" (Para), with Wanda Hendrix and Claude Rains.

PARAMOUNT

"The Winslow Boy" (EL), with Robert Donat and Cedric Hardwicke.

STRAND

"The Great Dan Patch" (UA), with Dennis O'Keefe and Gail Russell.

WINNIPEG

CAPITOL

"We Were Strangers" (20th-Fox), with Jennifer Jones and John Garfield.

GAIETY

"The Fountainhead" (WB), with Gary Cooper and Patricia Neal.

LYCEUM

"The Younger Brothers" (WB), Technicolor, with Wayne Morris and Janis Paige.

MET

"Slattery's Hurricane" (20th-Fox), with Linda Darnell and Richard Widmark.

ODEON

"Gone With The Wind" (MGM), Technicolor, with Vivien Leigh and Clark Gable.

VALOUR

Second week. "Monsieur Vincent" (EL), with Pierre Fresnay.

CALGARY

CAPITOL

Second week. "You're My Everything" (20th-Fox), Technicolor, with Anne Baxter and Dan Dailey.

GRAND

"He Walked By Night" (EL), with Richard Basehart.

PALACE

"Edward My Son" (MGM), with Spencer Tracy and Deborah Kerr; and "Angel in Exile", with John Carroll.

CRESCENT

Second week. "Before Him All Rome Trembled" (SARO), with Elisabetta Barabato and Tito Gobbi.

VANCOUVER

CAPITOL

"Madam Bovary" (MGM), with Jennifer Jones and Van Heflin.

ORPHEUM

"Father Was A Fullback" (20th-Fox), with Fred MacMurray and Maureen O'Hara.

PLAZA-HASTINGS

"Not Wanted" (Astral), with Sally Forrest.

PARADISE

"Warning to Wantons" (EL), with Ann Vernon and Harold Warrender.

STRAND

Fourth week. "I Was A Male War Bride" (20th-Fox), with Cary Grant and Ann Sheridan.

VOGUE

"Christopher Columbus" (EL), Technicolor, with Frederick March and Florence Eldridge.



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